



Urban Land Institute Boston/New England

Maynard TAP

December 11, 2019



About ULI – the Urban Land Institute

Mission

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI is a research and education institution with nearly 36,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.

ULI at the local level

Boston/New England District Council covers nearly all of New England with over 1,400 Members—developers, architects, planners, public officials, financiers, students, etc.



Technical Assistance Panels (TAPs)

Maynard, MA

ULI Boston/New England is committed to supporting communities in making sound land use decisions and creating better places. A TAP brings together a group of ULI members with a range of professional expertise to provide focused, collaborative consultation to a local government or qualifying non-profit organization.

This TAP

- This panel looked at a range of options from an unbiased perspective.
- Panelists include public and private sector experts in the fields of architecture, planning, and design
- Panelists have donated their time
- Final Deliverable – Written report (12 weeks) will be available at <http://boston.uli.org>

Our Impact

TAP Impact Research Project

- Out of 80% of ULI Boston TAP communities that recently responded to our TAP Impact research survey 81% said their municipal planning and economic development strategies were positively affected by the TAP process
- 69% said the redevelopment of a key municipal asset was influenced by the TAP recommendations
- More information will be released in January 2020 with completed report

Having a conceptual document as a preliminary roadmap was critical. We were able to parlay off of that to be able to show officials the opportunity was there. I think the TAP document really did help us in that regard quite a bit.” - **Bill Pillsbury, Haverhill Econ. and Planning Development Director**

PANEL SPONSORS:



MASSDEVELOPMENT

CELEBRATING 20 YEARS



The Panel

Co-Chairs

- Ed O'Rourke, Commodore Builders
- Larry Spang, Arrowstreet

Panelists

- Barry Abramson, Abramson & Associates, Inc.
- Mike Finch, Bergmeyer
- Eric Halvorsen, RKG Associates
- Jane Howard, Howard Stein Hudson
- Kathy Lynch, VHB
- Christine Madore, MassDevelopment

ULI Staff

- Sara Marsh, Manager
- Manikka Bowman, Director of Policy

TAP Writer

- Clea Simon





Panel Assignment: Address These Questions



1. What strategies can be implemented to encourage private investment to supplement the Town's targeted place-making initiatives in the Basin, such as: the permitting of outdoor dining; enhanced pedestrian features; VMP improvements and the offering of "Business Enhancement Environment Program" (BEEP) grants?
2. How can the Town activate the Basin as an arts and culture destination to further the goals of the Cultural District?
3. How can the Town balance the preservation of parking while creating a more pedestrian-friendly environment and reducing impervious surface in the Basin?

Downtown Maynard



Study Area:





What did we hear?

Assets and Opportunities

- Naylor Court is heart of Maynard
- Town is attracting new residents
- Strong arts & culture community
 - Active calendar: Holiday Market, Sip & Stroll, Maynard Fest
- Regional downtown for surrounding communities
- Walkable downtown
- Bike trail
- Live/work/play potential



Challenges

- Pedestrian loop is incomplete
- Cultural assets are physically disconnected from Main/Nason St activities
- “Basin” disconnected from park
- Lack of wayfinding and lighting
 - Unsafe for pedestrians
- Retail and restaurant functions
 - deliveries and dumpsters
 - unwelcoming commercial frontages



View from Main St. into Naylor Court

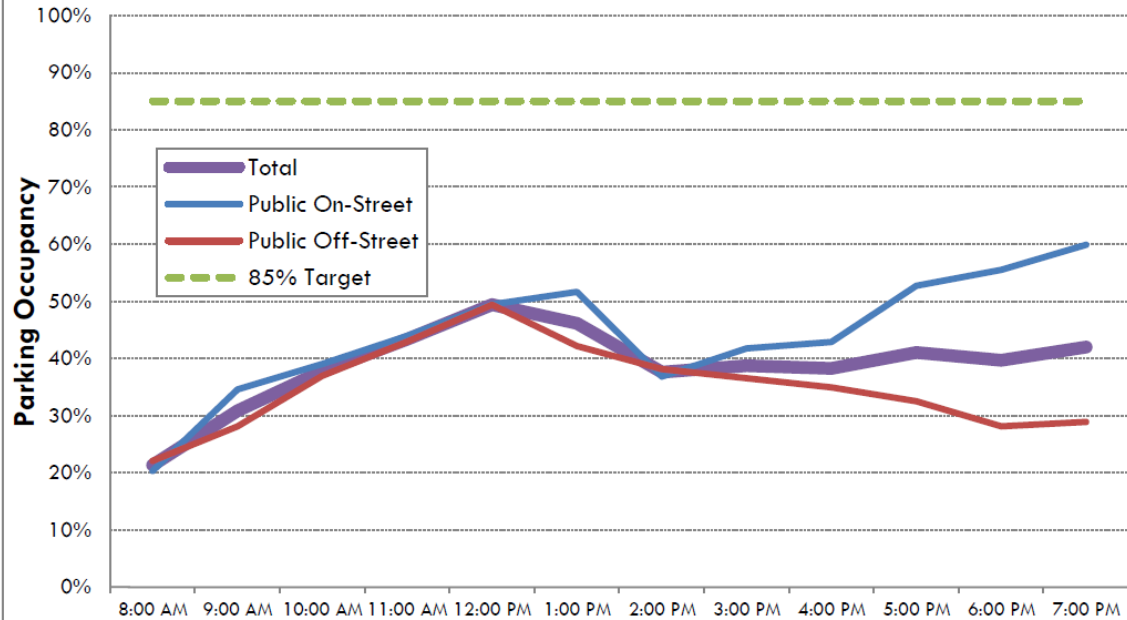
Existing Parking Conditions

Existing Parking Regulations

- 3 Hour Meter (170)
- 2 Hour (7am-5pm, No P 2-6am) (26)
- 2 Hour (M-F 8am-5pm) (10)
- Handicap (14)
- 15 Minute (8)
- Unrestricted (32)
- Municipal Parking lot (217)
- Private Parking Lot (116)



**Downtown Maynard
Occupancy vs. Capacity - Weekday**

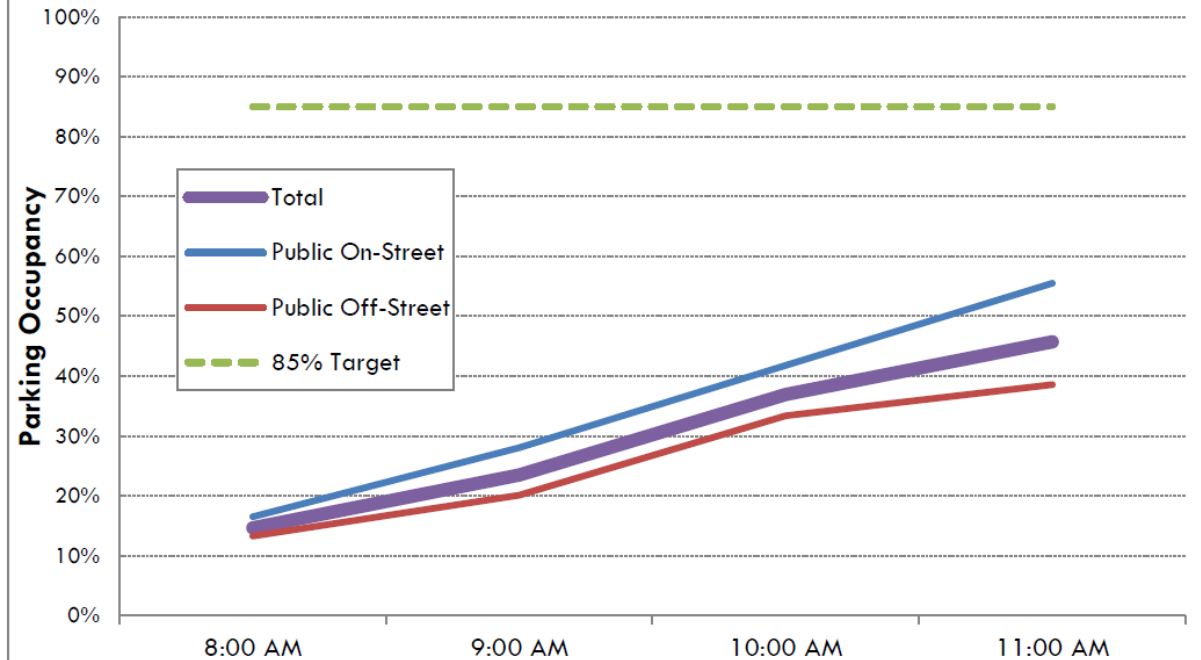


MAPC 2018 Parking Analysis Study

During the weekday, on-street and off-street parking spaces diverge at 2PM. Off-street lots have more availability versus on-street.

Weekend parking utilization continues to climb as the day goes on. Not surprising given restaurants, arts and culture, and experience-based businesses in the Downtown area.

**Downtown Maynard
Occupancy vs. Capacity - Saturday**



2,200'
9-minute walk

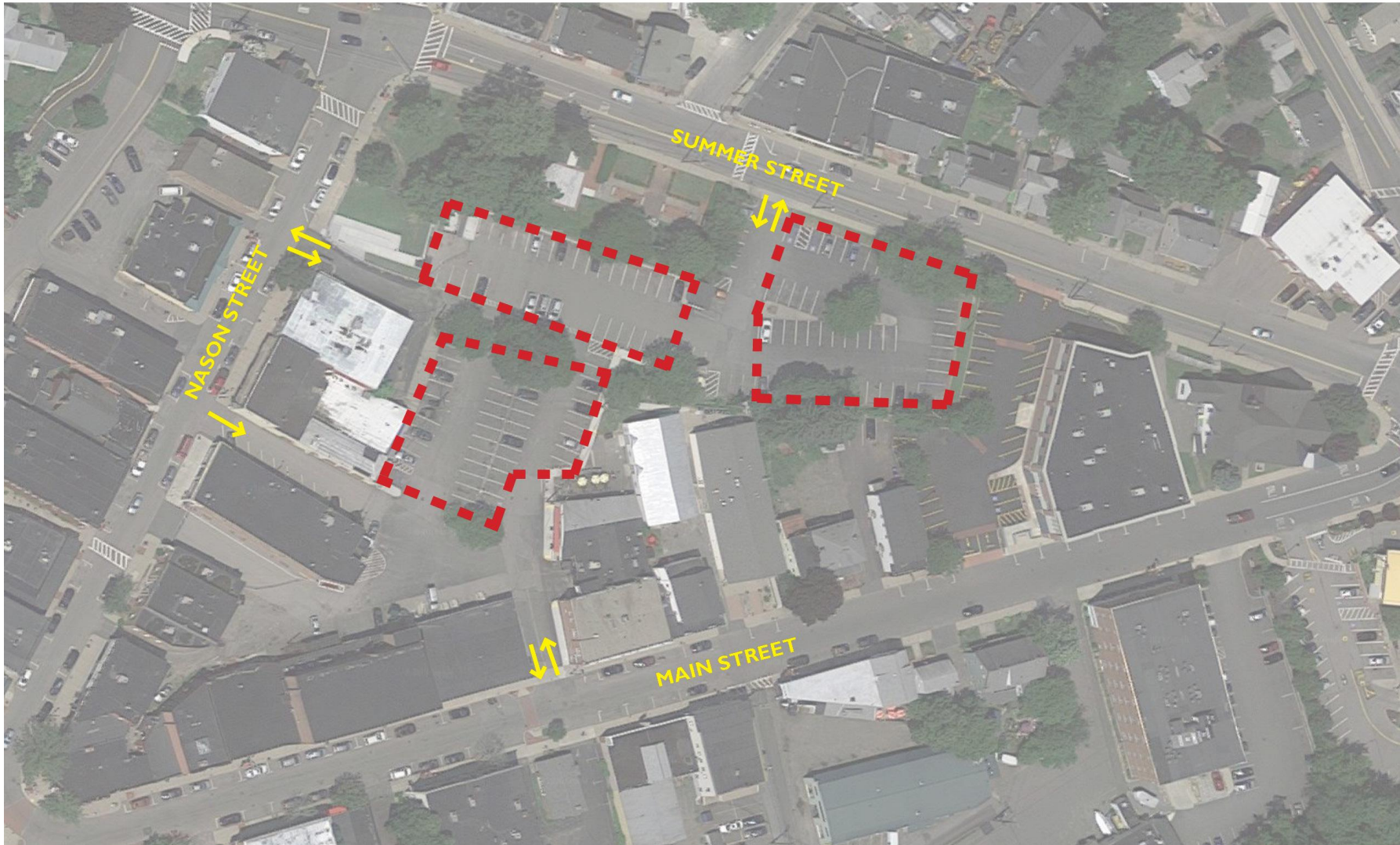
800'
4-minute walk



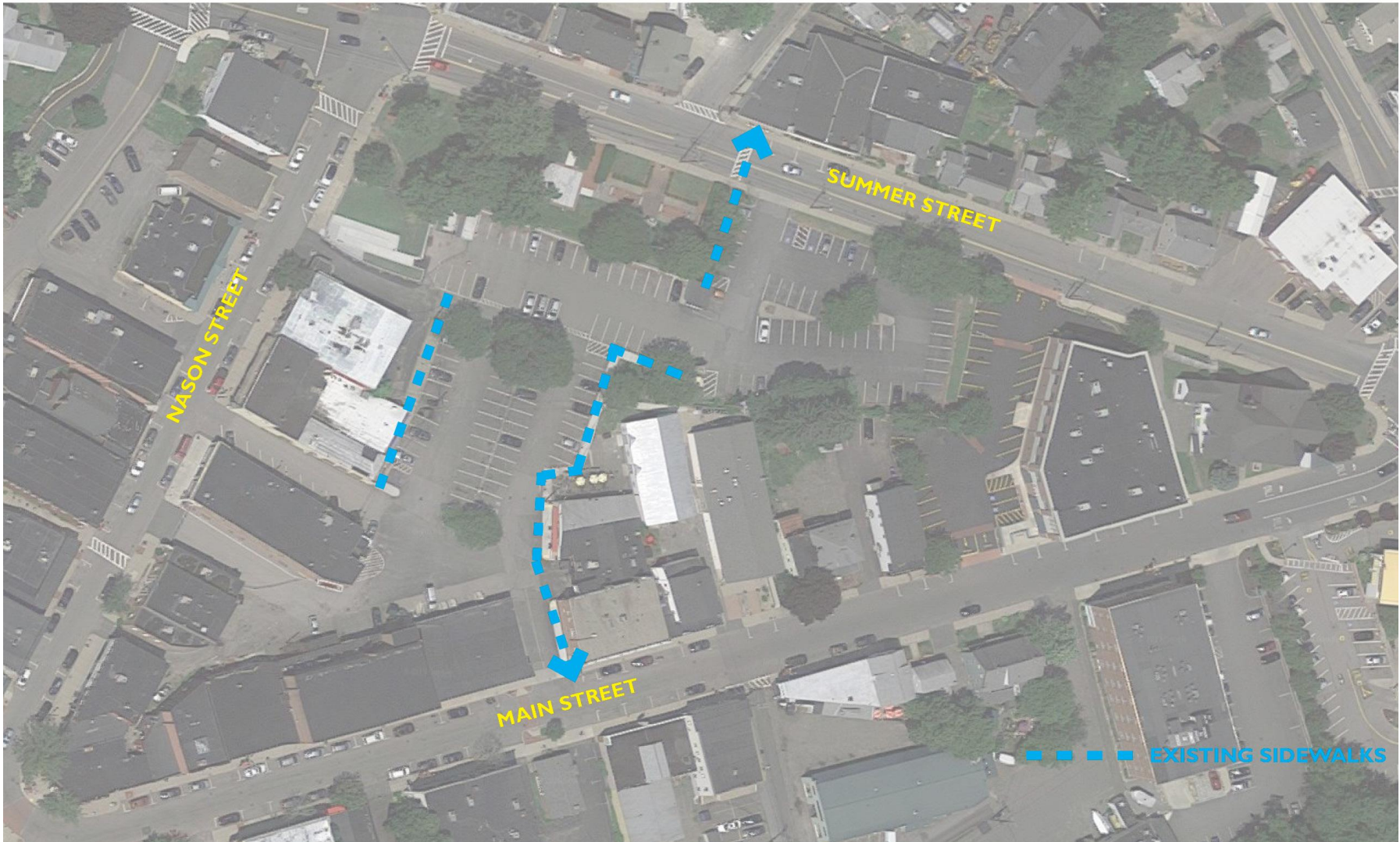


Recommendations

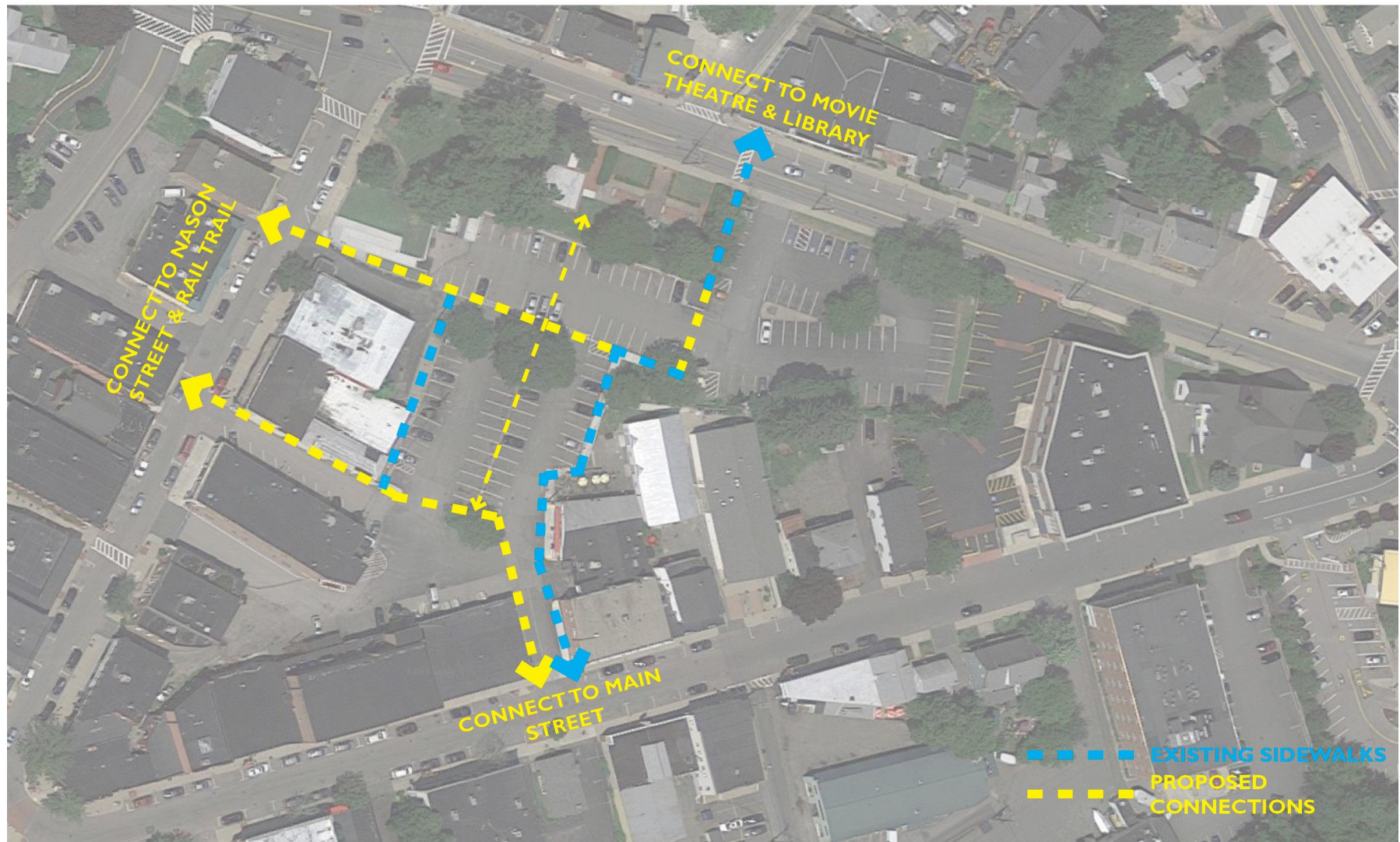
Recommendations – Parking Strategies



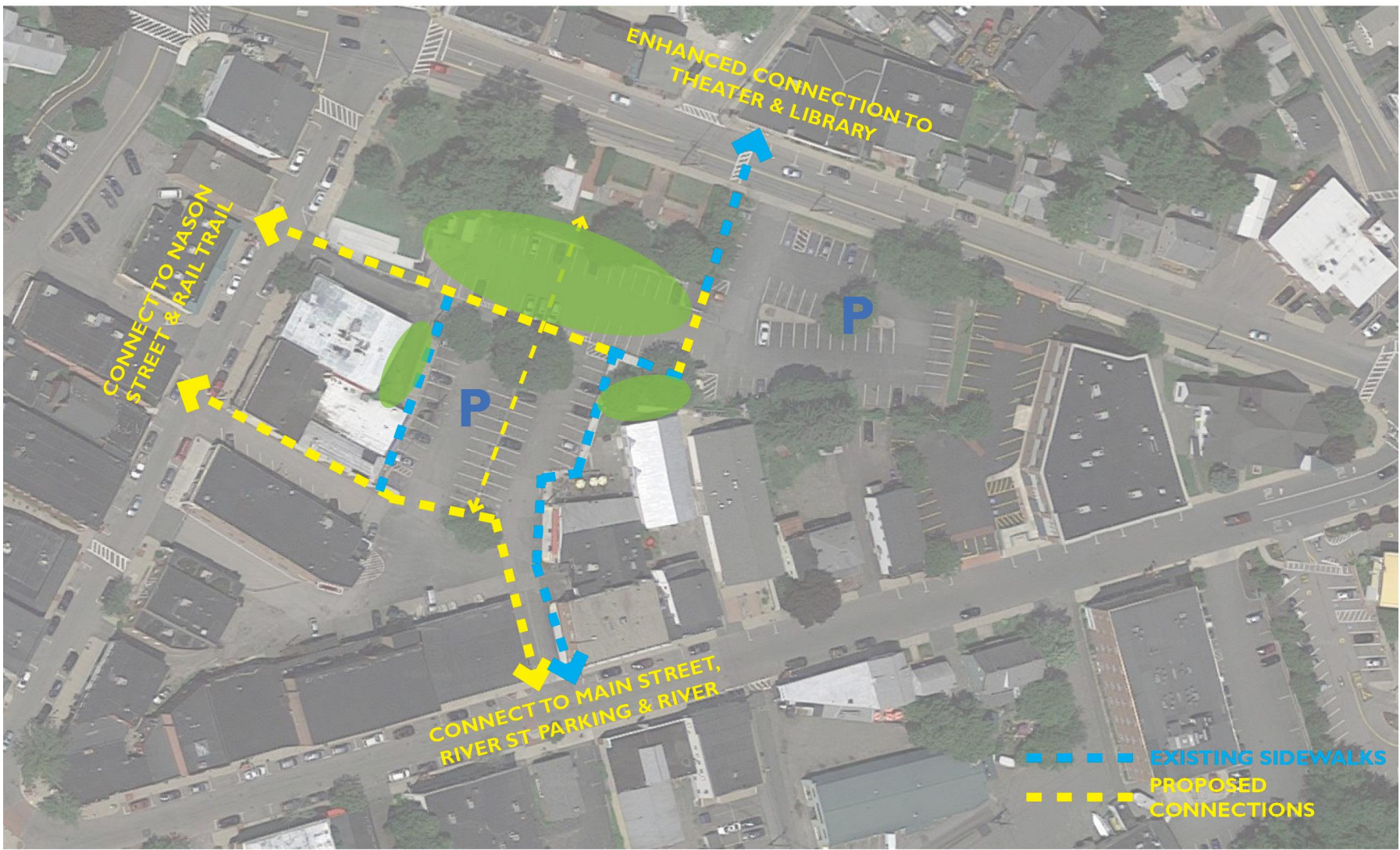
Recommendations – Parking Strategies



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Recommendations – Parking Strategies

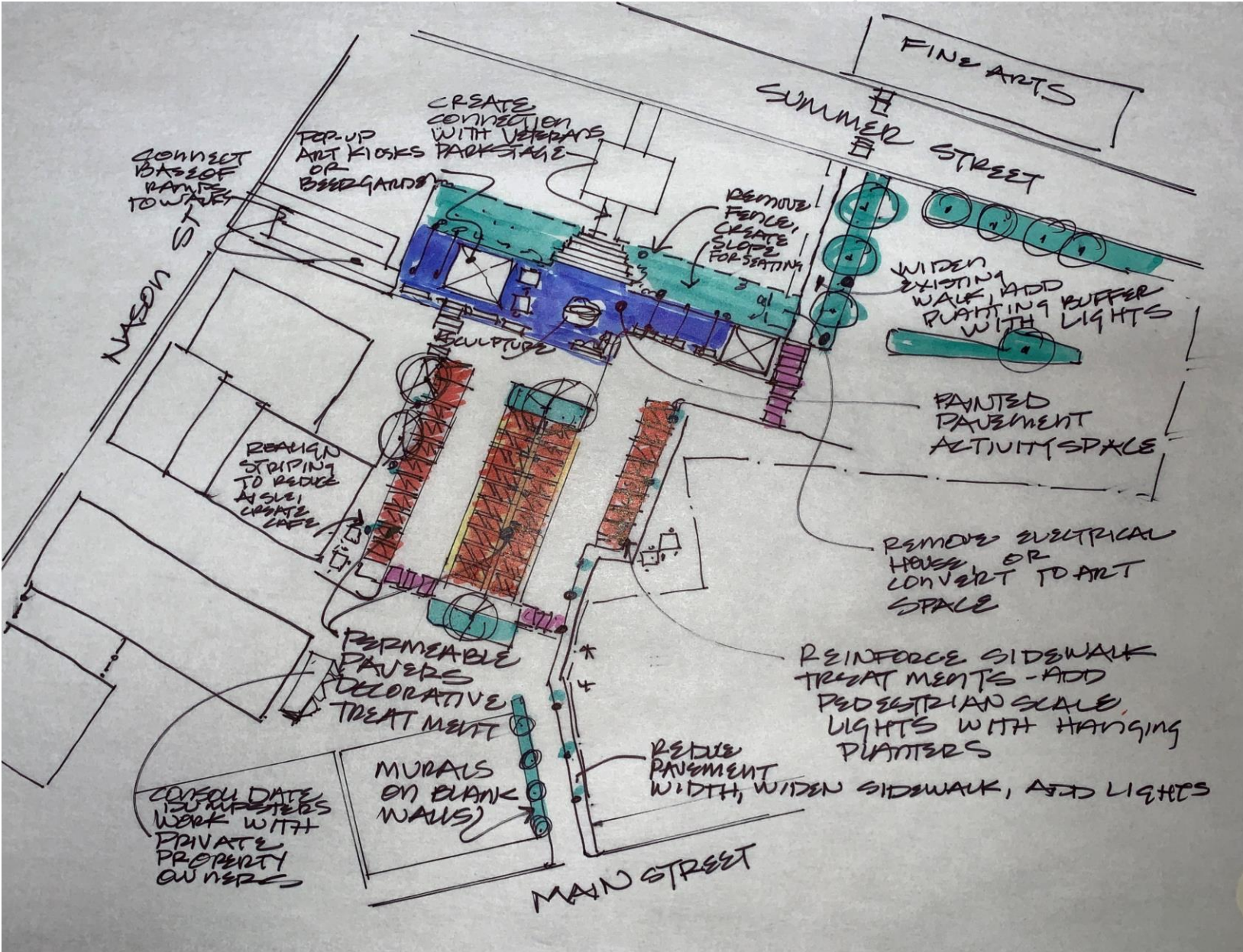


Recommendations – Parking Strategies

- Parking Benefits District
 - Management tool to create boundary for revenue collected to be reinvested for transportation purposes
- Ability to pay meters by credit card or phone app
- Parking meter kiosk
- Parking enforcement/signage
- Public/private sharing
- Dedicated employee parking
 - River St lot
- Wayfinding signage

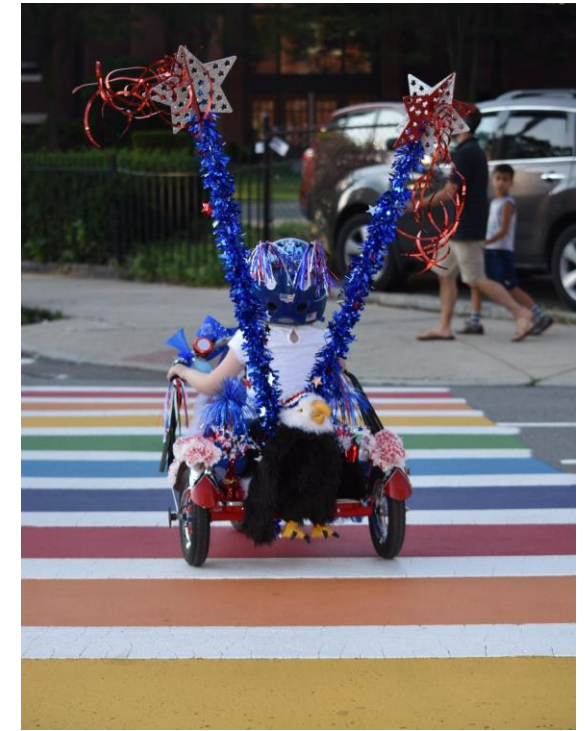


Concept Plan



Recommendations – Short Term

- Engage community in rebranding area
- Convert north parking row and drive aisle to temporary park space
 - Colored pavement treatments, planters, string lighting, etc.
- Build on existing placemaking activities:
 - Food trucks
 - Café seating
 - Bocci, Cornholing
 - Beer garden
 - Add art to crosswalks and public space
- Parklets on Main & Nason Sts
- Consider forming Main Streets organization



Recommendations – Mid-Term

- “Basin” parking lot improvements:
 - Widen sidewalks, add lighting
 - Improve internal “Basin” pedestrian paths
 - Expand and improve wayfinding to satellite parking and rail trail
 - Centralize dumpsters – work with new hotel
 - Murals
- Further expand temporary park with additional parking row
- Add more electric charging stations



Example: Wynwood Walls, Miami

Recommendations - Long Term

- Make park expansion permanent
 - Landscaped slope and steps down to lower park
 - Landscape/hardscape lower park area
- Permeable paving treatments



Example: High Line in NYC

Recommendations – **Bold Vision**

- Replace remainder of “Basin” with Piazza/Park



Funding & Resources

- State grants
 - MassDevelopment – Commonwealth Places
 - Department of Housing & Community Development (DHCD) – MA Downtown Initiative (MDI)
 - MassDOT
 - Chapter 90 Program
- CPA (Community Preservation Act)
- Metropolitan Area Planning Commission (MAPC) – District Local Technical Assistance (DLTA)
- Banks (Low interest / no interest loans)
 - FHL Bank Boston, Coastal Heritage, South Shore Bank

A grayscale background image showing the back of a person's head and their hand raised in the air, suggesting they are in an audience or at a public meeting.

Q&A

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